

June 1985

STUDY OF OL's SERVICE ENVIRONMENT AND WAYS TO ENHANCE OL's IMAGE

The Director of Logistics has asked IMSS to undertake a directorate-level objective to enhance OL's image as a service organization. The following questions serve as a point of departure to help us determine how OL can improve its services/support....or better acquaint other components with our role in the Agency. Feel free to tailor the questions to your component or expand them as you think best contributes to this effort. Please add continuation sheets as needed.

1. In your component, what activities/products/services act as "image creators" for you and OL?
 - a. Speed and quality of service.
 - b. A "can do" attitude to accomplish construction projects in a timely manner.
 - c.
 - d.
 - e.
 - f.
 - g.
 - h.
 - i.
 - j.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 2)

2. What do you think are your customers' perceptions of your component's services and image in each of the above areas? Key your answer to the appropriate letter in Question 1.
 - a. They seem to be satisfied.
 - b. Perceptions vary. I don't think we consistently let any component down, but response time can be improved.
 - c.
 - d.
 - e.
 - f.
 - g.
3. In which areas could your component project a better image or provide a better service? How? (Key your answer to the appropriate letter in Question 1.)
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 3)

4. What additional services/support could your component add to improve customer relations and enhance OL's image? Please indicate priority.

Achievable with present resources

a.

b.

c.

d.

e.

f.

g.

Achievable with additional resources (specify resources)

a.

b.

c.

d.

e.

f.

g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 4)

5. What other factors do you think influence OL's image? How can they be changed to enhance OL's image?
 - a. Get rid of our "snowed under with work" image with some components. This discourages support from RECD because they want it yesterday, so they get support elsewhere, for example, through the military,
 - b. direct contract, etc.
 - c.
 - d.
 - e.
 - f.
 - g.
6. How can we best communicate to others in the Agency the scope and importance of OL's services/support?
 - a. Be sure that we are giving a briefing (however short) to groups from any component or directorate that should be aware of RECD's capabilities.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 5)

7. What public relations tools could you suggest to enhance OL's image (e.g., employee bulletins, posters, brochures, video presentations, briefings)?
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.
8. If we were to conduct a voluntary random survey of the perceptions OL within the Agency, who would you recommend be queried and with what specific questions?
 - a. Make the survey completely random--ask people in the hallway of HQS or any of the buildings "What is your perception of the Office of Logistics?" Maybe people do not know what OL is really for, try
 - b. "What kind of services would you obtain from the Office of Logistics?"
 - c.
 - d.
 - e.
 - f.
 - g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 6)

9. Has your component conducted a customer survey within the past two years? _____ If "yes," please make copies of the survey and results available to IMSS. (Elaborate, if desired, on any changes made as a result of the survey or any changes suggested but not implemented.)

10. What other suggestions do you have for enhancing OL's image that are not specifically addressed in these questions?
 - a.

 - b.

 - c.

 - d.

 - e.

 - f.

 - g.

SECRET (when filled in)